



"Speaking under every reserve and not attempting to prophesy, I can imagine that sometime next year—but it may well be the year after—we might beat Hitler, by which I mean beat him and his powers of evil into death, dust and ashes." — Prime Minister

WINSTON CHURCHILL,
in an international radio
broadcast.



For those who will not be *Mentally Marooned*



Maj Gen Ira C Eaker, commander of U S army air forces in Britain, said this wk that "we are now ready to build up striking power on a par with that of the RAF" and emphasized the use of a new and larger American bomber with a capacity of 3 or 4 tons, a range of 4000 mi. This of course, is merely official confirmation of a generally accepted program.

There has been a good deal of talk concerning the controversy between U S and Britain in the matter of daylight vs night bombing. This "difference of opinion" has been overplayed. There is now general agreement. Americans—generally speaking—will bomb by day; the RAF by night. Here's the situation, as we get it from informed sources:

"Around-the-clock" bombing means that enemy defenses must be on the alert 24 hrs a day. This course forces the enemy to maintain 3 shifts, not only pilots, but of air raid wardens and others whose duty it is to counsel and protect civilians. This constant alert—never knowing when or where the enemy may strike—will fray the nerves of people; keep hundreds of thousands from active war production; compel Germany to maintain a great force of day fighters—men and planes that might otherwise be freed for service at the front.

When will the all-out offensive come? It won't burst suddenly on given day and date. We'll increase momentum gradually. Much depends on factors that can't be discussed. See comment under *U-Boat War*.

WORLD WEEK

Quote prophesies . . .

RATIONING: The extremely heavy drain on fish and poultry reserves, coupled with increasing black market activities, afford some basis for the belief that both fish and poultry will eventually be rationed.

Another step we anticipate—although action is not likely before late fall—is a system of differential rationing, based upon occupation. Thus a person engaged in hard manual labor would receive somewhat more food than those in sedentary occupations.

TAXES: The Ruml tax, is dead in name, but not in principle. There will, of course, be a withholding tax, and some portion of '42 taxes will be "forgiven." Both factions now seek satisfactory compromise.

U-BOAT WAR: The most important offensive of the war, to date, is being fought without daily communiques. For once, the arm-chair strategists are pretty well baffled; there's scarcely a scrap of information upon which to base conclusions. No one outside official circles really knows how the U-Boat war is going. Yet upon its course depends the future of our land and air offensives. It is Hitler's hope, as the *Manchester Guardian* pointed out last wk, that the U-boats will disrupt allied plans to a point where Germany can keep the timetable of land warfare under her own control.

We explained, some wks ago, that so long as Nazis can maintain their hold on African foreland, thus forcing us to divert supplies to that area, they are slowing our plans to build a reserve arsenal in Britain and indirectly postponing the day of invasion. To this cause the U-boats make important contribution by sinking and slowing our cargoes. And of course they aid more directly by attacking Britain-bound convoys.

The U-boat even exercises a powerful influence on our aerial offensive. While the giant bombers may be ferried to England, fighter planes and ammunition take the water route. Each cargo sunk subtracts that much from our accumulated striking power.

In yet another way, the U-boat campaign diverts our air strength:

Both the RAF and U S air force employ many planes daily in tracking down U-boats. Every plane patrolling the Atlantic gives reprieve to some Nazi industrial objective.

N AFRICA: As we foresaw last wk, British and American forces have launched their offensive. However, in our opinion, it would be well to steel ourselves for a rather long and extremely tough scrimmage. Final decision may be some months away. Meanwhile take the long view and don't be unduly influenced by headlines, good or bad.

S PACIFIC: There appears to be general agreement that "something's brewing" with no very clear idea of what or where. "For further details, consult your local newspapers."

TURKEY: For some wks now, Germany has been quietly getting her nationals out of Turkey. Heretofore, such action has been an accepted prelude to invasion. We do not at the moment see Germany in an offensive role against Turkey. But there's always the possibility that the Turks may have plans of their own which bode no good to the Nazis. At any rate, the information is worth pigeon-holing for future reference.

RUSSIA: Signs point to a renewed Russian offensive of considerable proportions. An early objective may be the regaining of Kharkov.

Quote

"He Who Never Quotes, is Never Quoted"—Charles Haddon Spurgeon

"I committed your damned manuals to memory."—CLARK GABLE, queried on his high grades in Army Air Corps training school.

" "

"If one out of every ten of these hasty war marriages succeeds, it will be a lucky break."—Prof LOUIS WARSOFF, Brooklyn College.

" "

"I hope that when I enter Tunis somebody meets me with a cigar and a bottle of whiskey."—Lt Gen GEO S PATTON, Jr ("Old Blood & Guts") who has given up smoking and drinking until Tunis and Bizerte are captured.

" "

"I just wanted to get one of those free physical examinations."—Applicant at a Miami Naval Recruiting Station, whose birth certificate disclosed he was born in Scotland 16 yrs ago.

" "

"Our thousands of people here are working to get bombers to friends and relatives in the fighting forces. We cannot continue association with those who do not have their hearts in their work, and who show their indifference by staying home from work."—GLENN L MARTIN, discharging 167 workers for chronic absenteeism.

" "

"She should be intelligent without being intellectual, keen without being earnest, silent without being stupid."—WM H BEVERIDGE, author, England's "Beveridge Plan," presenting his formula for the Ideal Wife. (Beveridge is 64; married to his former sec'y.)

"May we
Quote
you on that?"

"I am going back to work to save some other man's son. The boys over there don't quit when some one gets hurt. Neither can we."—FRANK WOLTMAN, a South Bend defense worker, notified that his son had been killed in action in N Africa.

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"They felt safe in the hands of men like Washington, Jefferson and Madison."—ELMER J SCHNACKENBERG, speaker, Ill House of Rep, asked why framers of the Constitution didn't limit Presidency to 2 terms.

" "

"We will have a big enough force by midsummer so we won't give a damn whether the Germans know we are coming or not."—Maj Gen IRA C EAKER, commander U S Army Air Force in Britain.

" "

"We don't give a damn if the new farm price schedule does force a readjustment of the cost of living."—Rep LEMKE, North Dakota, discussing farm bloc objectives.

" "

"Berliners and Londoners react identically to the blitz—both curse Hitler."—An Unnamed Observer of latest aerial attack on Berlin, as quoted in a Stockholm dispatch.

"We will really sweat to turn out material for these boys when we get back home."—WALTER F REUTHER, v-p UAW, spokesman for a group of Detroit CIO workers who spent 3 days at Camp Atterbury, "sampling" army life.

" "

"Intellectually, culturally and morally, Hitler is something of a third-rater among military figures of all times."—Prof JAKOB LARSEN, U of Chicago.

" "

"It isn't baptized yet—it's still a heathen."—Sister ELIZABETH KENNY, Australian nurse who developed Kenny treatment for infantile paralysis, commenting on her soon-to-be-published autobiography.

" "

"When Gen Eaker stays at my house, he kisses my wife the same as I do, and I like it."—Sir ARTHUR HARRIS, chief, RAF Bomber Command, illustrating co-operative spirit prevailing between U S and British air forces. Mrs. Eaker's comment: Good heavens, is that in the paper?"

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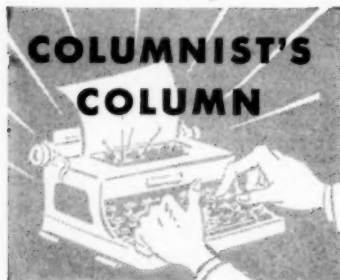
"The American soldier today is far better educated than the average enlisted man in the last war, and in my opinion he is a more moral man."—Rabbi MARIUS RANSON, reporting on his survey of morale in Army camps.

" "

"Because we haven't been bombed, we think we aren't going to be, but I can tell you that foreign planes have been detected 200 mi from N Y City."—S G HIBBEN, Westinghouse Electric Co.

Quote

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Soldiers and Politics

MARK SULLIVAN

Next year's election will find some 11 million voters in the armed services. This is nearly $\frac{1}{4}$ of the whole electorate.

The 11 million will vote more surely than the rest of us, for the polls will be brought to them. All in all, whichever candidate tends to be favored prevaillingly by soldiers is likely to win the election.

But the 11 million in the armed services will be in a unique position, a kind of political vacuum. Many will be abroad, and practically all will be distant from their familiar newspapers. Those abroad will be out of hearing of the ordinary radio, reachable only by broadcasts designed for distant transmission. Most of these broadcasts are conducted by gov't agencies, or under their auspices. Presumably also printed matter is distributed in the army by various gov't agencies, and presumably some of this material is intended to influence their minds concerning our war aims.

Gov't agencies engaged in this sort of thing should be punctillious in seeing that they warrant no accusation of attempting to influence the soldiers politically. This may call for conscience and care, because—as in the case of recent OWI broadcasts to neutral peoples—material designed for the inspiration of soldiers is likely to include allusion to their Commander in Chief. Yet if the Commander in Chief becomes also a political candidate, it will be desirable that material sent to soldiers by radio or print distinguish carefully between the two roles. America does not wish to give the world the spectacle of a political squabble, with the party out of power clamoring for opportunity to offset officially sponsored communications to soldiers.—Condensed from Mr. Sullivan's syndicated column.

AGE—Feminine

The seven ages of woman—the infant, the little girl, the miss, the young woman, the young woman, the young woman, the young woman.—*Bee Hive*.

AMERICAN LIFE

"I spent a sleepless night on a Pullman recently. Every now and then I would peer out the window at some little jerkwater town. I noted there were at least two neon signs in each town. One was marked 'Beauty Parlor' and the other, 'Wines and Liquors.'"—A Dep't Store executive, quoted by ARNOLD M G WILTON, *The Etude*, 3-43.

CRITICISM

Man is so constituted as to see what is wrong with a new thing—not what is right. To verify this, you have but to submit a new idea to a committee. They will obliterate 90% of rightness for the sake of 10% wrongness. The possibilities a new idea opens up are not visualized because not one man in 1000 has imagination.—CHAS F KETTERING, *How to Train Workers For War Industries*.

DELINQUENCY—Juvenile

It is easy for a community that is crowded with servicemen to blame everything on them, and accept no responsibility for keeping their own kids out of trouble. But if juvenile delinquency isn't curbed they are going to find out that young girls who could have been fine wives and mothers are nothing but so many tramps.—RUTH MILLET, NEA feature writer.

EDUCATION—Paradox

"We have tried to eliminate the effects of environment on the IQ, and then we turn about and study the effects of environment on the IQ."—An unnamed psychologist, quoted in *School & Society*, 3-6-43.

EFFICIENCY—Nazi

"In order to avoid unnecessary contact with the bodies, those to be shot are to be led directly to the edges of their graves"—From a German military document, outlining correct Wehrmacht procedure for execution of civilian hostages.

... and Still True!

Too many stick to the idea that fame and fortune come only to the inventor who makes a revolution. . . The great fortunes and fame made by "revolutionizing" inventions are few and far between. The great number of successful inventors have made their fortunes out of things that are small, simple, and capable of general use.—*Scientific American*, March, 1893.

FAITH

No person in the world is incapable of faith. It sometimes takes an enemy bombardment to bring out that faith, but we may thank our lucky stars that the faith is always ready to be brought out.—MARGARET E SANGSTER, "Faith Will See You Thru", *The Woman*, 4-43.

GOSSIP

Whisper a lie; they'll believe every word. Shout out a truth and they'll say, "It's absurd."—FRED BECK, *Evangelical Beacon*, 2-23-43.

GRATITUDE

A traveler for a big publishing house couldn't wait to get to St. Louis, where his oldest friend owned a prosperous bookstore. "Sam," he said to the owner the moment they were alone, "I want you to lend me \$2000.00." "The answer, Joe," said Sam, "is positively no." "But, Sam," protested the salesman, "In 1929, when Bond and Share broke from 189 to 50, who gave you ten thousand dollars to keep you from being wiped out?" "You did," admitted Sam. "And in 1931, when your daughter Shirley had that tropical disease, who took her down to Florida because you couldn't get away from business, who did, Sam?" "You, my friend, you did." "And in 1933, when we were fishing together, who dove into the rapids and saved you from drowning at the risk of his own life?" "You did, Joe. It was wonderful!" "Well, then, Sam, in Heaven's name, why won't you lend me \$2000.00 now when I need it?" "All the things you say are true," said Sam, nodding his head slowly, "But what have you done for me lately?"—BENNETT CERF, *Sat Rev of Literature*.

Hitler and the Geographers

America has never well understood what Oswald Spengler was talking about in *The Decline of The West* (The German title, *Der Untergang des Abendlandes*, should obviously have been translated *Downfall*, rather than *Decline*). The "West" of Spengler is, in reality more a spiritual than a geographical term. In his new book, *Generals and Geographers*, (Oxford, (\$2.50) HANS W WEIGERT demonstrates a parallel in the philosophies of Spengler and the Geopolitician, Karl Haushofer, although the latter would doubtless deny the connection.

More to our present purpose, Weigert takes issue with the popular belief that Hitler has been guided consistently by Haushofer and his "thousand scientists" of the Geopolitics Institute:

Hitlerism and Haushoferism are not identical. Hitler's dreams of empire from the beginning, were not confined to the realization of the *Drang nach dem Osten*—a German aspiration that had existed long before him. His power lust was indeed not limited to the establishment of colonies of German peasants in the Ukraine and on the steppes of Russia. But beyond this goal Hitler's dream of greater power and of more and more people to be enslaved like worker-ants of the *Herrenvolk* was foggy and changeable. The pendulum swung erratically between Soviet Russia and the British Empire. He was unable to make up his mind definitely whether he should cast his die with the empire of sea-power or with the empire of land-power. It is this vacillation, most clearly illustrated in his policy towards Soviet Russia, that is the basic difference between the international politics of Hitlerism and Haushoferism. For consistency, founded on certain basic rules of geography, is a pronounced characteristic of the politics of Haushofer. He never made a single change in this plan of world power that he painstakingly drew with his disciples in the year 1918.

We can well imagine the sufferings of Haushofer, to whom all this was not a chess game but life itself—his own life and the life of his nation—when he discovered that his tireless efforts to train Hitler to think in the same geopolitical terms as he did, had failed. Although both Hitler and Haushofer dreamed of world power, Haushofer knew his geography, while Hitler did not . . . Haushofer lost his battle when Hitler invaded Russia. And Haushofer's loss gave the world, which was not yet Hitler's, a chance for survival.

In Haushofer's battle to gain influence over Hitler the most important name is that of Rudolf Hess. His is indeed one of the great stories of modern history—a mystery that will remain uncleared until the saga of his flight to Scotland is revealed.* Probably only Haushofer and Hess could give the explanation of what has gone on between these two men since the early days of Nat'l Socialism, and what prompted Hess to undertake his mysterious mission.

*Weigert cannot understand why Churchill missed the unique opportunity which the Hess flight afforded to participate actively in the war of nerves.

HOSPITALITY—

Unexpected

For Army personnel in Washington, calling at the White House is merely a form of respect. Neither the President nor the President's wife returns the call, or seldom if ever sees the callers.

An amusing story is told in this connection. An enterprising officer suggested to three associates with whom he was playing golf, that they stop by the White House on their

way home and "drop cards." So, in their golf clothes, they drew up under the porte-cochere, and one officer alighted to present the cards. The First Lady chanced to be passing by the entrance and insisted that the foursome come in for a chat. Needless to say, they were chagrined over their attire, but with her usual charm and tact, the First Lady soon put them at ease.—NANCY SHEA, *The Army Wife*, (Harper, \$2.50).



Woman's War—At all seasons women progress steadily toward equality with men, but a war gets them ahead faster. However rapid the change, we are still in transition. Women now want public careers and many have talent for leadership.

In American politics we may expect an astonishing development, at many points offensive to our morals; brilliant and ambitious women will compete frankly for the man whose public destiny looks bright. If necessary, they'll take him away from his wife, if he already has one, as he's sure to have. From now on our political history will be red with the carnage of female feuds—not merely private jealousies or enmities, but open warfare for the control of a man who has influence.

Some optimists think that feminism may develop otherwise; the woman of executive genius who as sec'y to a man has managed his business, will now take over and run it in her own name. The woman in politics will ask for votes and earn the office. I look for nothing so masculine or so simple. Few women have cared to make a decision in public and assume public responsibility for it. Hence the chief uses of a husband. Queen Elizabeth knew her own mind, but hated to commit herself. Erring, she blamed her statesmen. It's the difference between masculine and feminine minds. A woman hesitates in advance, but anything she does is right, after she does it. If what she did proves a mistake, obviously it wasn't she who did it. We may look for brilliant women in politics, holding office in a husband's name.

I am noting what I think will be a fact, not arguing against it. Women are fairly skillful in getting their own way, especially when they are wrong.—JOHN ERSKINE, "The World Will Belong to The Women," *N Y Times Mag*, 3-14-'43.

News of the New

ARMY—Our fighting men must often do washing in hard water, where ordinary soap simply works up grimy scum. To meet their needs, new "sudsless" soap has been developed. Although it works up no suds in either hard or soft water, the detergent forms a penetrating solution that reaches all fibers of the garment. There's a toilet soap version, too—for dirty ears!

" "

FOOD—With olive oil imports cut 'way down, peanut and cottonseed oil demanded for war purposes, search is on for new edible oils. Sunflower seed, valued poultry tonic, is suggested as partial solution. Seed, available in large quantities, might prove new source of income for midwest farmer.

" "

PRODUCTS—To ease labor shortage, there's new wallpaper on market that's ready pasted. Comes with coating of dry paste, in pkgs, not rolls. Just moisten and apply.

" "

SURGERY—Spectacular development of this war is miraculous advance in brain surgery. Surgeons of Roosevelt Hospital unit now on Tunisian front recently operated on 9 men where bits of shrapnel half-inch in diameter had perforated skull, gone into brain. All improved immediately, with 7 cases, at last report, completely healed.

" "

TRANSPORTATION — Army is now carrying out exhaustive tests with tubeless tires—not to be confused with ordinary tires used without tubes as expedient due to rubber shortage. These special tires have extra-thick inner coating of rubber to prevent air seeping thru sidewalls; also, extra stiff sidewalls, bullet-sealing and strong enough to run flat if torn by shell fragments. There's no rubber-saving feature, but tire of this type, although not now practical for civilians, is badly needed by armed forces.

Our long-range forecast: By war's end, pneumatic tire and tube, as we know it today, will be obsolete. When your grade-school child is old enough to qualify for driver's license, "changing tires" will be thing of the past.

Owed to a Butcher

Remember me? I used to moan,
"No, no, don't give me that!
Don't weigh that there hunk of
bone—

Cut off that slice of fat!"

I left you looking battle-scarred
With every pound I bought.
I've changed now—here's my ra-
tion card,

Just give me what you've got!

—WM W PRATT, *Progressive Grocer*

MUSIC—in Industry

Music in factories eventually may offer great opportunities to composers, who may possibly find their largest future audience in industry. Their problems may lie in fitting music to various types of work; there may come a new native "work-music." From a production viewpoint, results obtained with music specially adapted to factory work may dwarf the gains reported thus far.—From *Industrial Bulletin* of Arthur D Little, Inc, 2-43.

PRAISE—Meager

A close-fisted, hard-bitten citizen died. After the funeral, as neighbors loitered at the cemetery, one broke the awkward silence: "Well, I can say one good thing about John: he wasn't always as mean as he was sometimes."—*Financial Post* (Canada).

PRAYER

Scribbled on the side of a bomber delivered in N Africa from U S, was this message: "God bless the crew of this plane. I will say a prayer for your safe return."

"We think there's something to that little prayer," says Pilot Capt Wm R PRITCHARD. "Our bomber has successfully completed 19 perilous missions to date, without a single member of the crew being wounded. If it was just luck, the law of averages would have ruled us out long ago."

PROGRESS—Lack

Too many of us in business are like the boy who fell out of bed. He said he went to sleep too near the place where he got in.—*York Trade Compositor*, 3-43.

Confidentially thru a Megaphone

Food is no longer a laughing matter, as movie-makers learn to their sorrow. Many good old gags were foundationed on food. Now, to push a pie in somebody's face might start a riot. A current scene shows one Ritz brother devouring a huge steak. He picks it up, waves it with a whispered aside, "See, it's rubber!" (OPA will probably want to know where he got the rubber!) M-G-M has banned all banquet scenes for duration; sight of food makes ration card holders peeved.

The word we get now is that if you want extra sugar for canning this summer you'll have to surrender some of your Book Two ration coupons. (This is advance statement. We doubt that the ruling will stick).

To lure women workers, industrial plants now offer beauty and health courses for free. . . In Australia, our earnest scout reports, chorus girls must be over 40. . . Some hotels now ask \$1 deposit on room keys; it's the metal shortage. . .

Temperance folks call the OWI survey on drinking in army camps a "whitewash." . . Refer to army femmes henceforth as WACs; they're no longer Auxiliaries. . . Teachers who haven't joined army or industry, have jocularly formed the WAG—"We Ain't Gone". . . That zany number, *Move It Over*, isn't the "*Mademoiselle*" of this war, as widely claimed. As we've reported before, soldiers in Africa sing, homemade concoction, *Dirty Gertie From Bizerte*. Domestic version recently published (by Shapiro) is nor the soldier song.

That new "land army" of McNutt's will be known as "U S Crop Corps" with identifying insignia. Big ad campaign for recruits is coming. . . Dorothy Lamour has been designated by Whistling Teachers Institute of America, So Calif Chapter, as The Girl Most Likely to be Whistled at in 1943.

RECREATION

It is a sound psychological fact that we are healthier and heartier if we take time out now and then for entertainment. It isn't a sin to do anything that affords healthy pleasure and is within the laws of the land and the laws of common decency.—*Sales Mgt.* 2-15-'43.

SCIENCE—in War

If the creative genius of our research workers in U S should be directed completely to arts of war, the tools they could develop within a few yrs would be capable of killing every person in the world in a wk.—JAS F LINCOLN, pres, Lincoln Electric Co, in a recent address.



When we reflect that the eyes of the virtuous all over the earth are turned with anxiety on us, as the only depositories of the sacred fires of liberty, and that our falling into anarchy would decide forever the destinies of mankind and seal the political heresy that man is incapable of self-govt, the only contest between divided friends should be who will dare farthest into the ranks of the common enemy.—THOMAS JEFFERSON.

VISION

A group settling our Atlantic coast 300 yrs ago, built a road 5 mi into western wilderness. The road-builders were condemned for wasting public funds. Critics said no one would ever have occasion to travel that far from the coast.

That's an example of how a people, after gaining a new world thru vision, can lose that vision in the comparative safety of a despot-free land. That, it seems, is the fate of all who trade world horizons for momentary security.—STANLEY G HUNTER, "World Horizons for Sale", *Pastor's Journal*, 3-'43.

Dogface* Answers a Collection Agency

Pvt. ORIS TURNER

New Guinea,

Jan. 26, 1943

Dear Sirs:

Your letter of 11-19-'42 was duly rec'd today and after reading the contents therein I am pleased to note that I will be summoned to appear in court to make payment due you of \$14.30 plus interest and costs.

Gentlemen, the opportunities your letter presents are beyond my wildest dreams.

I believe by law the court is required to send a process server to deliver the summons in person. In that case I will inform you of certain essentials he will require for jungle travel.

The first item advisable is a self-inflating raft, as ships even in convoys are sometimes sunk. The raft will also be useful later in crossing rivers and swamps in New Guinea. He should also bring the following items: Mosquito bars, head net, pith helmet, quinine, salt tablets, vitamin pills, mosquito and sunburn lotions, medical supplies for tropical infections, poisonous snakes, spiders; steel helmet, gas mask, waterproof tent, heavy calibre rifle for shooting Japs, croco-

WAR—Defeat

I have seen much war and I hate it profoundly. But there are worse things than war; and all of them come with defeat.—ERNEST HEMINGWAY, in an introduction to *Men at War* (Crown, \$3.)

WAR—Participation

Americans believe that this is a people's war and not a soldier's war alone, for they see that it is a war in which the soldiers are the people and the people are the soldiers.—ARCHIBALD MACLEISH, in *The Rede Lecture*, delivered at Cambridge, published as *American Opinion and The War* (Macmillan, .75.)

WORDS—Use and Abuse

There is a childhood jingle: "Sticks and stones may break your

diles and other game; machete, chlorine capsules, flashlight, and soap.

In choosing this process server make sure that he is not an alcoholic, as there isn't a drink to be found on the whole island. Furthermore, he must not be allergic to mos-

quitoes, heat rash, malaria, dengue fever, snakes, spiders, lizards, flies, crocodiles, and tall grass with a few head hunters in it. These are trivial matters and he may never come in contact with any of them, especially if his convoy is attacked by the enemy's battle fleet.

I am telling you all this as I am much concerned over his safe arrival. If he reaches this location our meeting will be much more impressive than Stanley and Livingstone's. I will see that the best possible care is taken of him on arrival. As soon as he has recovered from his jungle trip we will be on our way back to civilization and the law court. I trust he is already on his way, and I am packing my barracks bags to avoid any waste of time.

Here's hoping that this letter finds you in the best of health.

Respectfully yours,

*Dogface is the Army slang term for an enlisted man.

—From *Yank*, the Army Newspaper.

bones, but words can never hurt you."

This is nonsense, of course. The word should be handled with more responsible care than any stick or stone. For the stick and the stone will lie harmless until someone whose blood has been heated by words, turns them into weapons.—BONARO W OVERSTREET, "The Words of Our Mouths—And Our Minds", *Nat'l Parent-Teacher*, 2-'43.

WORDS—Value

A great industrial corporation employed a noted lawyer to give an opinion in a complicated legal matter. The fee was \$50,000. After wks of study, the lawyer rendered his decision in one word: "No." That word saved the corporation millions of dollars.—Editorial in *The Etude*, 3-'43.



GEMS FROM Yesteryear

"That Reminds Me . . ."

CAIUS GRACCHUS

(153 B C - 121 B C)

The Gracchi brothers—Tiberius and Caius—were socialists of early Rome. The elder, Tiberius, was the great orator of his day. But Caius talked to the people with earnest and winning sincerity. He was perhaps first to apply principles later set down by Dale Carnegie. He pioneered in using the illustrative story, the anecdote and what we would term the wisecrack.

If you choose, fellow Romans, to be guided by wisdom and to look into the matter, you will find that no one comes forward here without hope of reward. All of us who speak strive for something; we are actuated by a desire to carry off some recompense for our pains. I, myself, in urging you to increase your revenues that you may the better look after your interests and the public weal, do not come here for nothing. It is not, however, money that I seek from you, but your good opinion and esteem.

Those, on the other hand, who come here to dissuade you from accepting this proposed law, care not for your esteem, but Nicomedes' money. Those, too, who persuade you to accept the law, ask not your good opinion, but money enough from Mithridates to buy some property.

Those, moreover, who now sit silent in the same seats, are most eager in the quest of reward; for all the while they are receiving bribes from the ambassadors of foreign kings.

The case of these silent ones reminds me of Demades and the tragic actor. The latter was boasting that a whole talent had been given him for a single play; whereupon Demades, the most eloquent orator of Athens, is reported to have said: "Does it seem wonderful to you that you have received a talent for speaking? For *not speaking* I have this day received ten talents from a king."

Good Stories YOU CAN USE...

A Texas man went over into Ark with the idea of buying a farm. A real estate man showed him the tract. It was good soil but low land, and close to a creek. The keen eye of the Texan observed the marks of dark, rich land on the trees, about 5 ft from the ground.

"Looks like this land is overflowed in high-water time" he commented.

"No, suh" assured the agent. "This heah land never is over-flowed. Them marks is where the hogs come up from the bottoms and rub the mud off their backs."

The prospect pondered silently. Having completed his inspection, he gave his verdict: "I don't hardly reckon I'd be interested in the land" he said, "but—I shore would crave t' have about six carloads o' them hogs!"—*Atlanta Constitution*.

I LAUGHED AT THIS ONE

DR CLYDE MAINE McCAY

(Since most of Dr. McCay's experiments in recent years have been related to the problem of prolonging human life, it is only natural that he should select as his favorite anecdote this, which he frankly admits is "an old one").

A veteran of 90 yrs is being interviewed by reporters. To what does he attribute his great age? "To the fact that I have never tasted liquor" is the prompt response.

At this point there is a loud disturbance in an adjoining room. The veteran turns his head, only mildly concerned. "That's Dad" he explains. "The old man's drunk again!"

Lt Comdr Mildred McAfee, head of the WAVES, when asked what the initials stand for, replies: "Women Are Very Essential—Sometimes!"

We thought we finished this one off last year, but here it bobs up again:

The applicant stepped up to the cashier's cage, presented his income tax form, calling for a payment of \$70, and laid down 25 cents. . . Yeah; one of the clerks had told him he could pay his tax, "a quarter at a time!"

WISECRACKS of the Week

" . . . lower than sauerkraut on the ration list."—From the BING CROSBY radio program.

" "

Soon to be added to the famous question "When do we eat?" will be "and what?"—*St Louis Times-Star*.

" "

You can't push yourself forward by patting yourself on the back.—*Advertiser's Digest*.

" "

In spite of everything, these meat shortage days, we wince a bit if the menu refers to a "saddle" of something or other.—*Memphis Commercial-Appeal*.

Mandy, garbed in deepest black and waving an ebony-hued palm-leaf fan, approached the railway ticket window: "Ah wants two round-trip tickets to Dothan" she said, "an' one ob 'em mahrked 'corpse'."

"Don't you mean one round-trip ticket and a one-way ticket marked 'corpse'?" suggested the helpful ticket agent.

"Naw, sah" said Mandy with an air of finality. "Ah's takin' mah daid husban' down dere so's his folks kin see he's daid. Den Ah's bringin' him back heah t' bury him. Ah ain' goin' t' hab dat pack of trash comin' heah an' eatin' off'n me foh a week."—*Capper's Weekly*.

